

Guide To Product Categorization

What Is Category Tagging?

Category tagging means assigning keywords or phrases to products in terms of their category so that they are easier to find within an eCommerce page's site search

Tagging products forms a big part of how customers are able to find exactly what they are looking for when they search products on Daraz

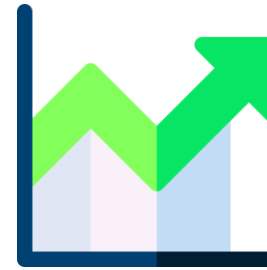
When a seller uploads their product on Daraz Seller Center, they have to tag their SKU with the relevant category that they fall into

Benefits Of Tagging Products Into Categories



CATEGORIZE

Organizes and sorts products into relevant categories allowing customers to search through keywords



INCREASED ORDERS

Product tags help increase average order size, automatically associating items based on product tags and making suggestions to customers during checkout process



ENHANCED WEBSITE SEO

Making tags visible and, more importantly, clickable for consumers enhances the web page SEO by providing keyword friendly links to other related products on Daraz



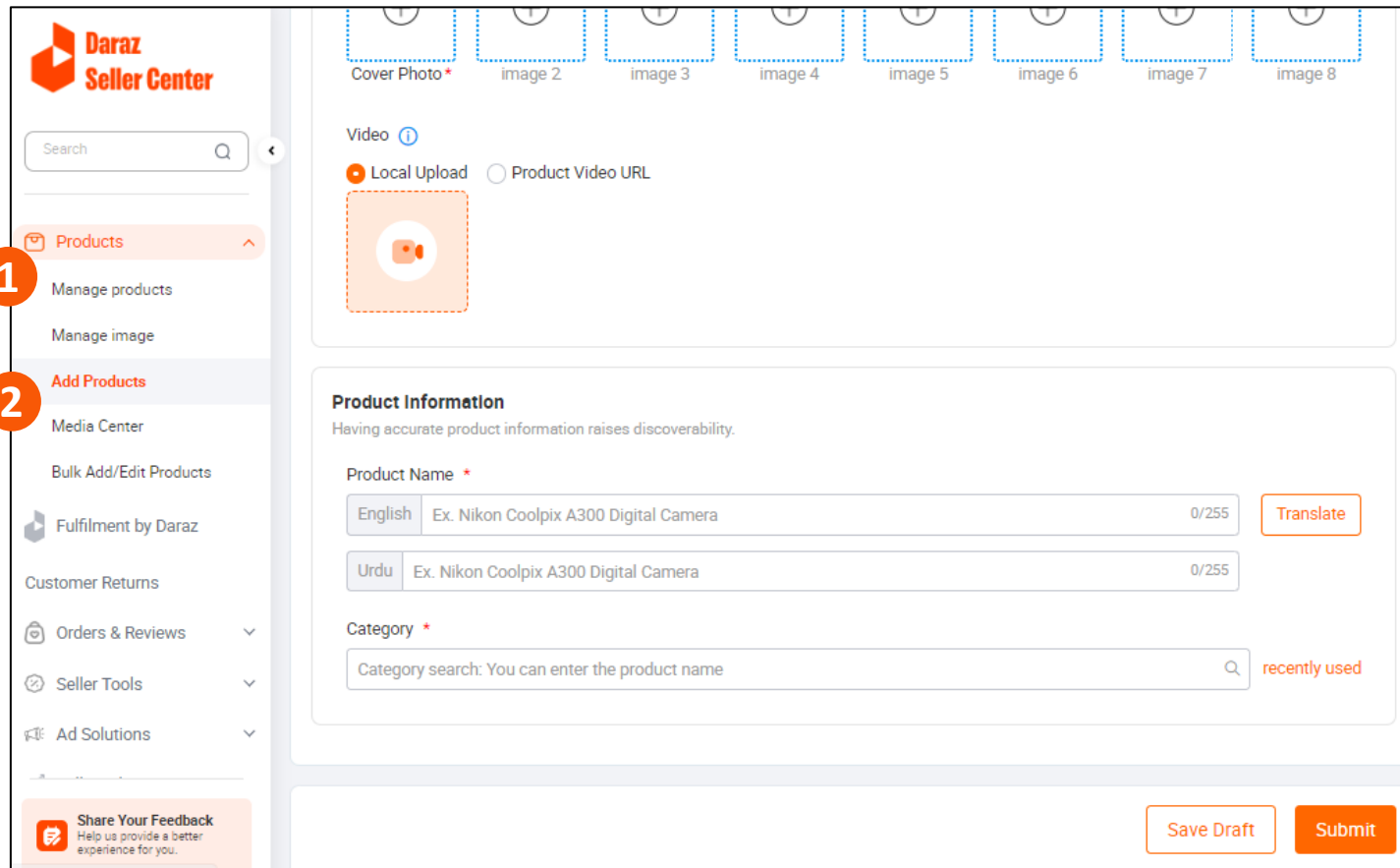
DECREASE WEBSITE ABANDONMENT

Customer often abandon a eCommerce shopping cart due to price, the unavailability of the item they want, or simply deciding that particular product wasn't exactly what they wanted. Product tags help suggest similar yet cheaper products, different product brands or related products to the customer

How To Add Category Tags?

1. When you add a product on seller center, it automatically gives you suggestions according to the product name you input

2. You may choose from the suggested categories if they suit your product



Daraz Seller Center

Search

1 Products

Manage products

Manage image

2 Add Products

Media Center

Bulk Add/Edit Products

Fulfilment by Daraz

Customer Returns

Orders & Reviews

Seller Tools

Ad Solutions

Share Your Feedback
Help us provide a better experience for you.

Cover Photo* image 2 image 3 image 4 image 5 image 6 image 7 image 8

Video ⓘ

☒ Local Upload ☐ Product Video URL

Product Information
Having accurate product information raises discoverability.

Product Name *

English Ex. Nikon Coolpix A300 Digital Camera 0/255 Translate

Urdu Ex. Nikon Coolpix A300 Digital Camera 0/255

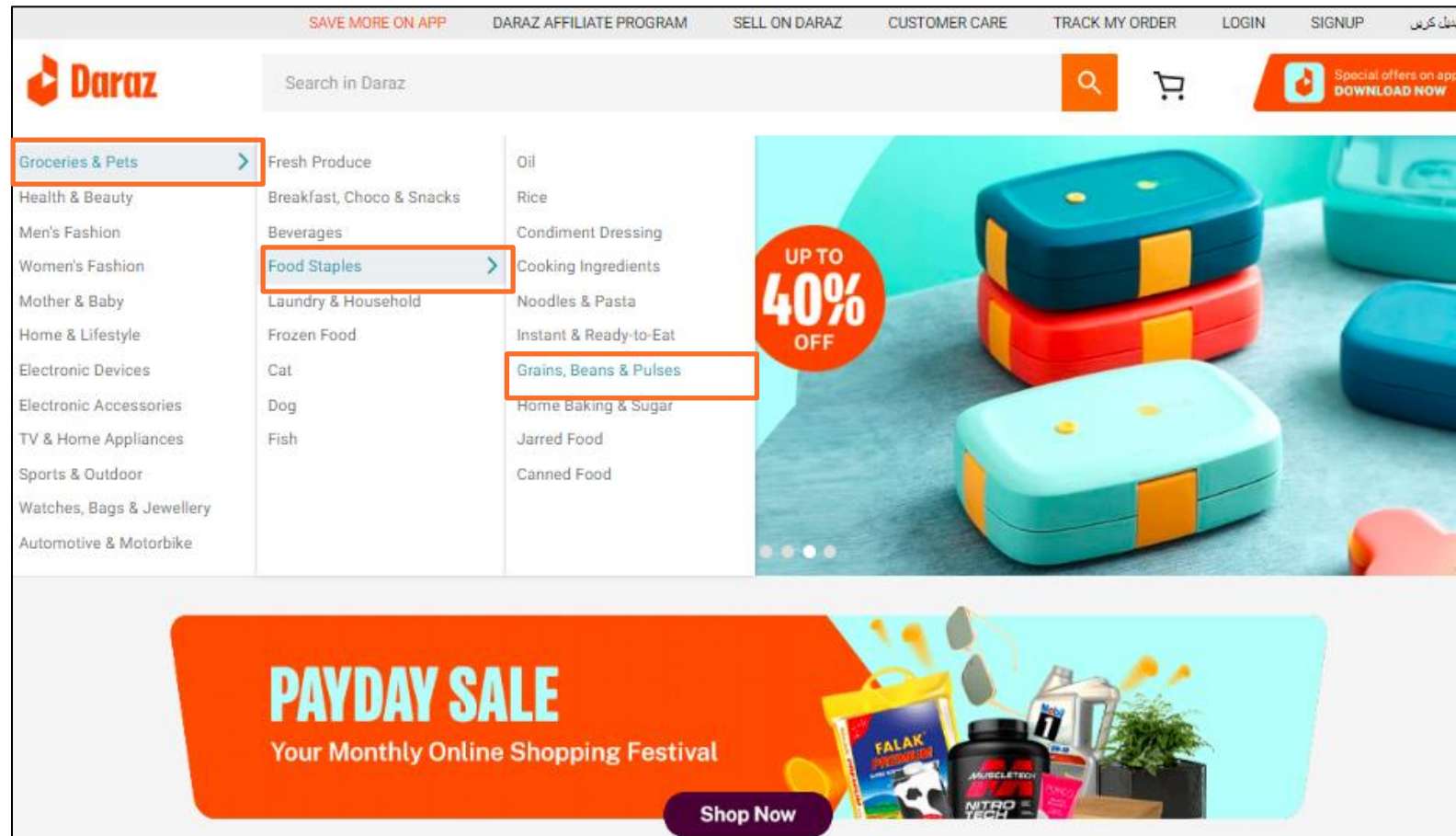
Category *

Category search: You can enter the product name recently used

Save Draft Submit

How To Add Category Tags?

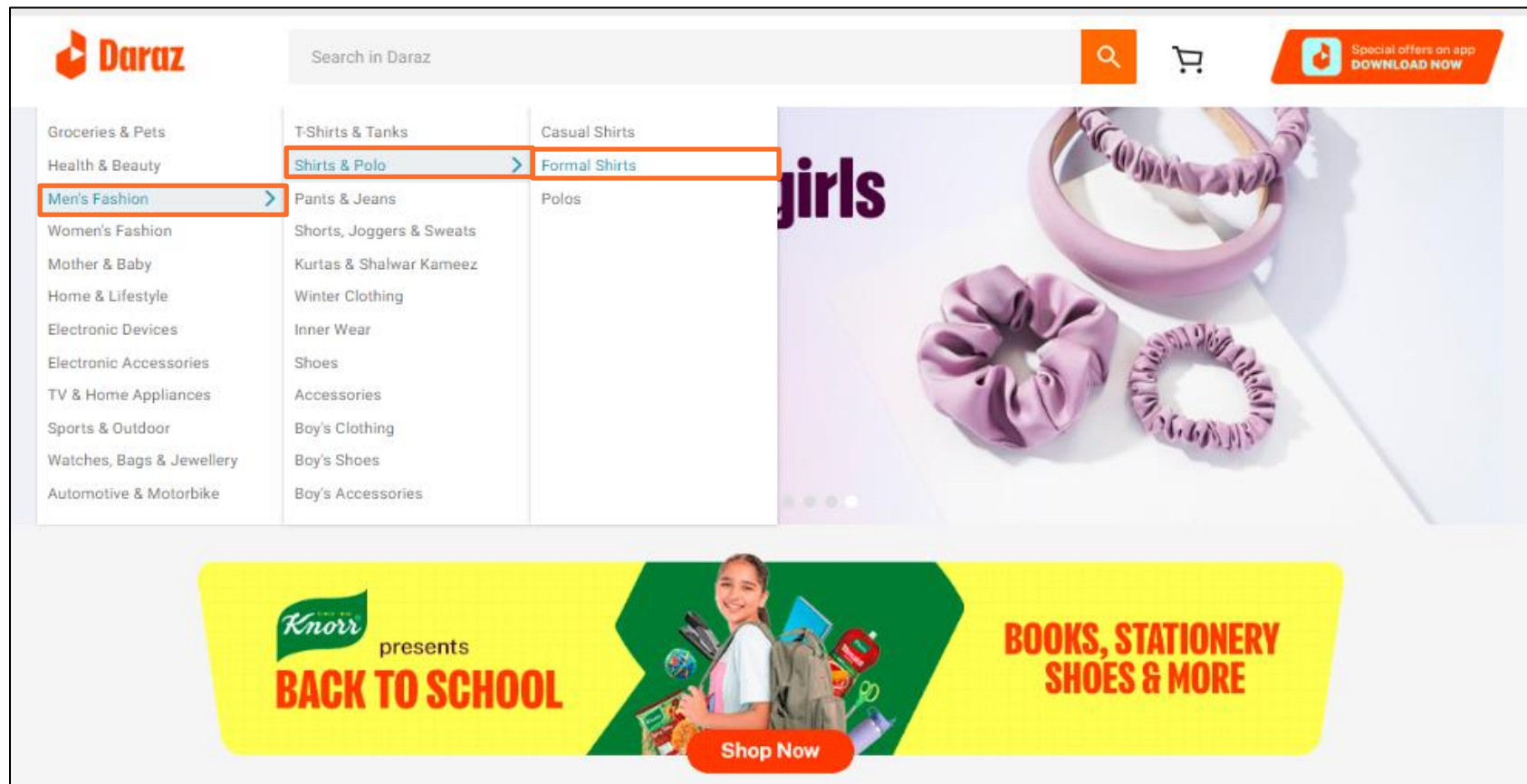
Simply **select the target categories** that suits your product best. Make sure to **select the relevant options only** and be careful about the categories you choose



Where Will Category Tags Appear?

Daraz Homepage

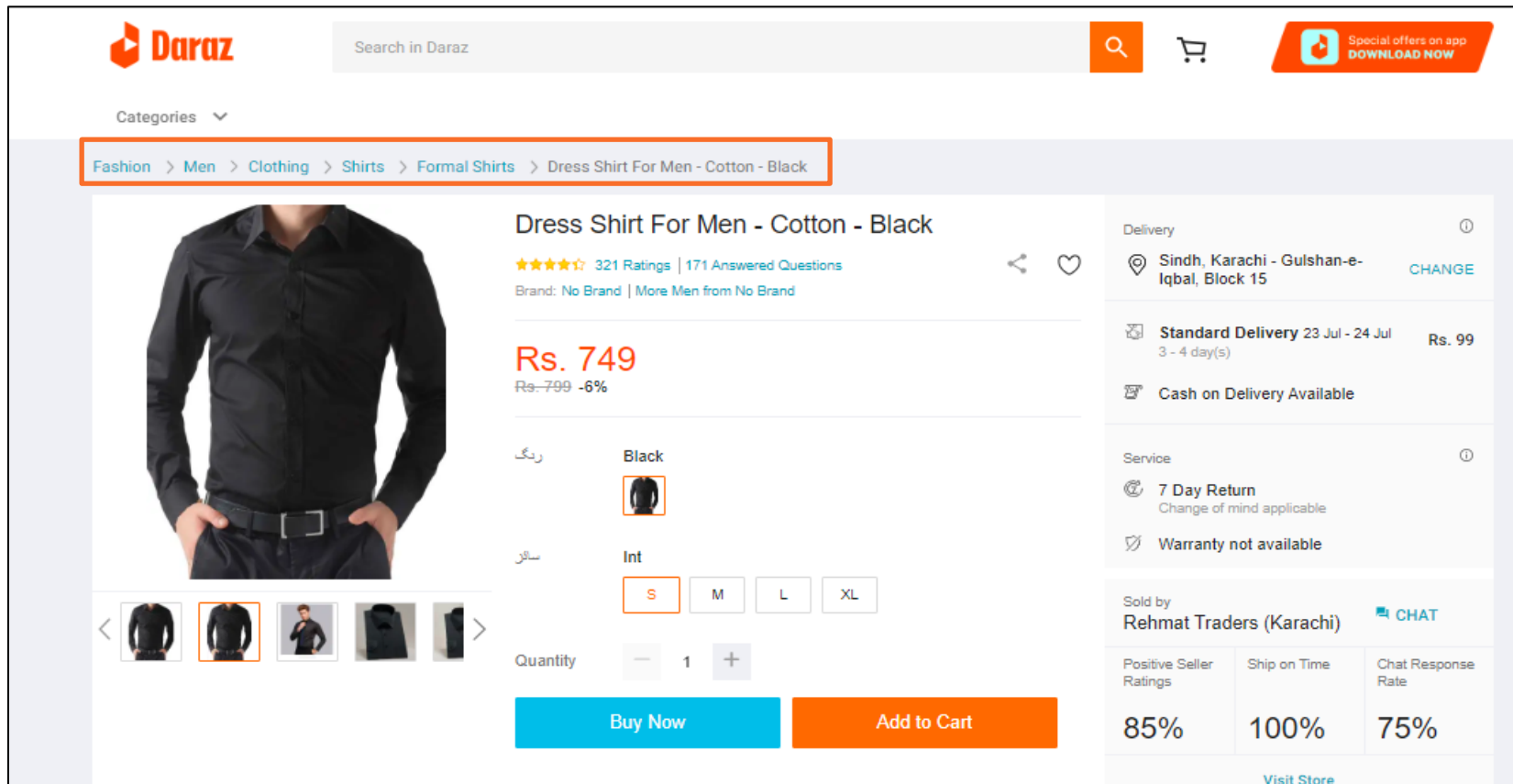
On [Daraz.pk homepage](https://daraz.pk), all categories are listed on the left. The customers may choose them according to what they want and if your product was listed accordingly, it will be visible in the results



Where Will Category Tags Appear?

Product Display Page (example)

You can view tags and categories on the **Product Display Page** as well, relevant to the product you are viewing. In this example the tags include **Fashion – Men – Clothing – Shirts – Formal Shirts**, after which the customer came to this dress shirt



The screenshot shows the Daraz mobile app interface. At the top, there's a search bar and a 'Download Now' button for the app. Below the search bar, a breadcrumb trail is highlighted with a red box: **Fashion > Men > Clothing > Shirts > Formal Shirts > Dress Shirt For Men - Cotton - Black**. The main product image shows a man wearing a black dress shirt. To the right of the image, the product title is 'Dress Shirt For Men - Cotton - Black', followed by a 4.5-star rating (321 ratings, 171 answered questions) and the brand 'No Brand'. The price is listed as **Rs. 749** (discounted from Rs. 799, -6%). Below the price, there are color and size selection options. The color 'Black' is selected, and the size 'S' is selected. The quantity is set to 1. At the bottom, there are 'Buy Now' and 'Add to Cart' buttons. On the right side, there's a delivery section showing the location 'Sindh, Karachi - Gulshan-e-Iqbal, Block 15' and delivery options: 'Standard Delivery' (23 Jul - 24 Jul, Rs. 99) and 'Cash on Delivery Available'. Below that, there's a service section with '7 Day Return' and 'Warranty not available'. At the bottom right, there's a section for the seller 'Rehmat Traders (Karachi)' with a 'CHAT' button and a table showing seller ratings: Positive Seller Ratings (85%), Ship on Time (100%), and Chat Response Rate (75%).

Daraz Search in Daraz

Categories ▾

Fashion > Men > Clothing > Shirts > Formal Shirts > Dress Shirt For Men - Cotton - Black

Dress Shirt For Men - Cotton - Black

★★★★☆ 321 Ratings | 171 Answered Questions

Brand: No Brand | More Men from No Brand

Rs. 749
Rs. 799 -6%

رنگ **Black**

سائز **Int**

S **M** **L** **XL**

Quantity **1**

Buy Now **Add to Cart**

Delivery ⓘ

Sindh, Karachi - Gulshan-e-Iqbal, Block 15 **CHANGE**

Standard Delivery 23 Jul - 24 Jul **Rs. 99**
3 - 4 day(s)

Cash on Delivery Available

Service ⓘ

7 Day Return
Change of mind applicable

Warranty not available

Sold by **Rehmat Traders (Karachi)** **CHAT**

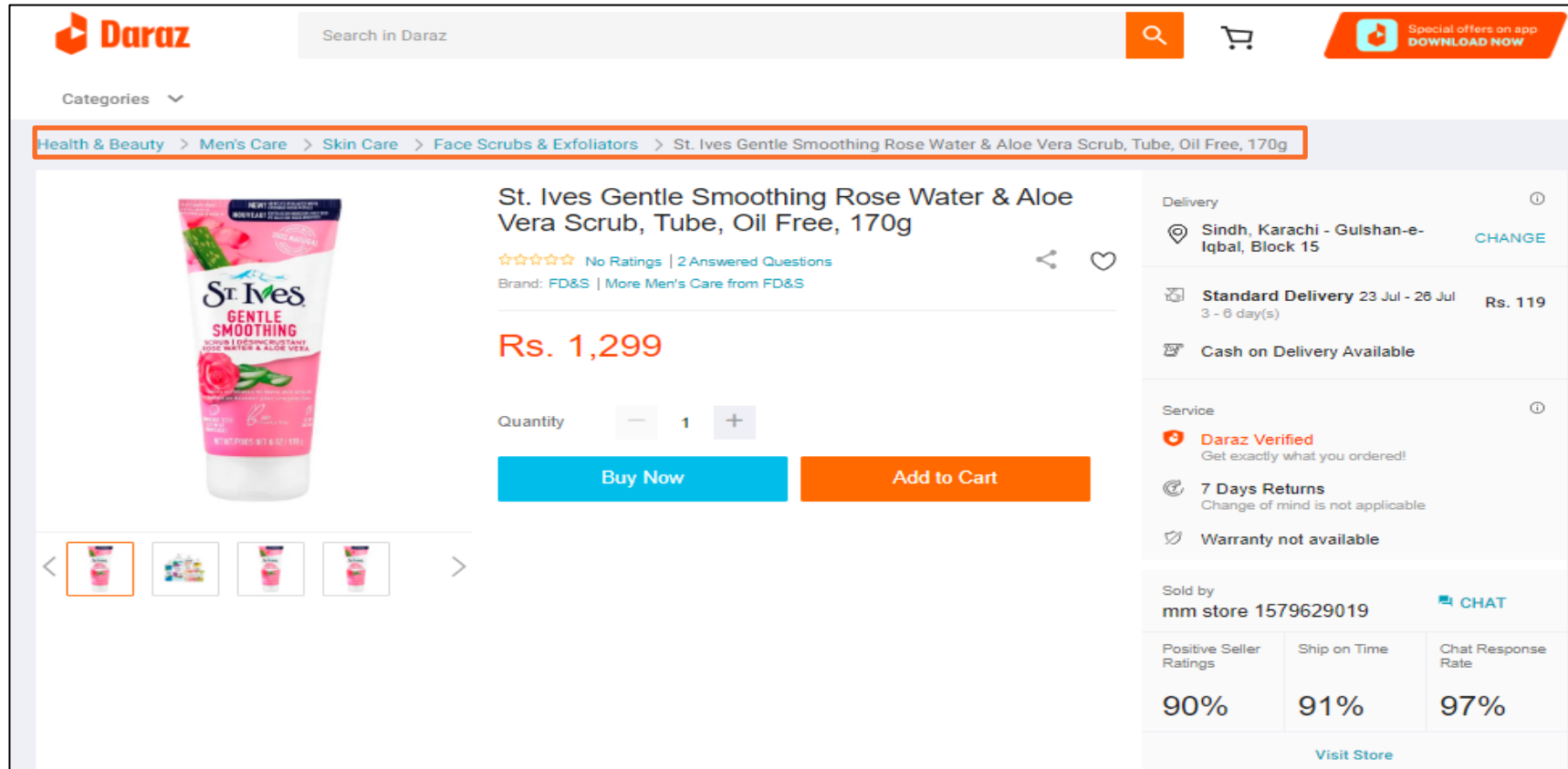
Positive Seller Ratings	Ship on Time	Chat Response Rate
85%	100%	75%




Visit Store

Where Will Category Tags Appear?

Product Display Page (example)


In this example the tags include **Health & Beauty – Skin Care – Face Scrubs & Exfoliators**, after which the customer came to this face scrub



Daraz Search in Daraz    Special offers on app **DOWNLOAD NOW**

Categories ▾

Health & Beauty > Men's Care > Skin Care > Face Scrubs & Exfoliators > St. Ives Gentle Smoothing Rose Water & Aloe Vera Scrub, Tube, Oil Free, 170g



St. Ives Gentle Smoothing Rose Water & Aloe Vera Scrub, Tube, Oil Free, 170g


☆☆☆☆ No Ratings | 2 Answered Questions

Brand: FD&S | More Men's Care from FD&S


Rs. 1,299


Quantity


[Buy Now](#) [Add to Cart](#)




Delivery ⓘ


 Sindh, Karachi - Gulshan-e-Iqbal, Block 15 [CHANGE](#)


 **Standard Delivery** 23 Jul - 26 Jul **Rs. 119**
3 - 6 day(s)

 **Cash on Delivery Available**

Service ⓘ

 **Daraz Verified**
Get exactly what you ordered!

 **7 Days Returns**
Change of mind is not applicable

 **Warranty not available**

Sold by **mm store 1579629019** [CHAT](#)

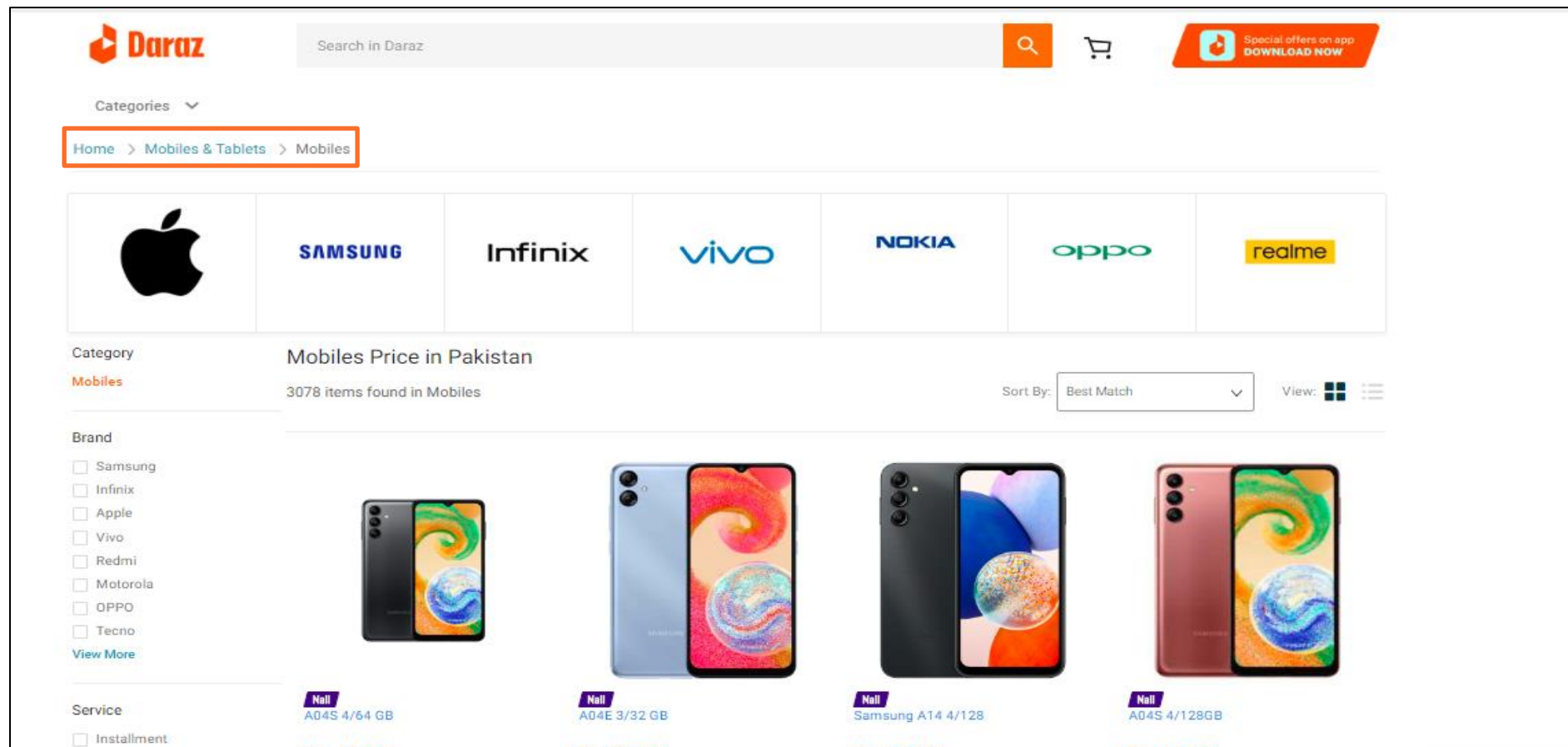
Positive Seller Ratings	Ship on Time	Chat Response Rate
90%	91%	97%

[Visit Store](#)

Where Will Category Tags Appear?

Product Display Page (example)

In this example the tags include **Electronic Devices-Smart phones**, which will take you to **Mobiles & Tablets-Mobiles**, after which the customer came to this iPhone XS Max



Category Guide

Product Tags (example)



Mother & Baby



Baby Personal Care



Toothbrushes & Toothpaste



NESCAFÉ CLASSIC

200g

Groceries



Beverages



Coffee



Health & Beauty



Haircare



Shampoo

Category Guide

Product Tags (example)



Watches Sunglasses Jewellery



Eyewear



Sunglasses



Men



Motors



Motorcycle



Scooter



Sports & Outdoors



Exercise & Fitness



Weight

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